

# **Antonelli Institute**

## **Art & Photography**

300 Montgomery Avenue

Erdenheim, PA 19038

Phone: 215.836.2222

Toll Free: 800.722.7871

Fax: 215.836.2794

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## **GENERAL INFORMATION**

### **HISTORY**

Antonelli Institute was founded in 1938 in Philadelphia by internationally renowned photographer and artist Severo Antonelli. The school's founder, a major futurist and photographer, brought to the school his reputation as one of the leading photo-picturalists in the United States. On two occasions, Antonelli's photographs were exhibited at the Smithsonian Institution in the largest one-man photography exhibition ever held at that institution. His work is also part of the permanent collection at Woodmere Art Museum.

The Institute was founded to meet the training needs of professional photographers and military photographers. Following World War II, the school's excellent reputation attracted veterans seeking training in photography.

Severo Antonelli served as the Institute's president until his retirement in 1974. Subsequently, the Institute earned national accreditation and added a program of study in Graphic Design. Antonelli Institute relocated to its present location in 1996 and joined the Bradford Schools organization in 2010.

### **MISSION STATEMENT**

Antonelli Institute prepares motivated students for entry-level positions leading to careers in the photographic and graphic design professions. Since 1938, Antonelli's distinct, accelerated visual arts programs have combined small classes, interactive lecture, and hands-on learning.

### **LOCATION AND FACILITIES**

Antonelli Institute is located at 300 Montgomery Avenue in Erdenheim, Pennsylvania. It is accessible to public transportation and ample parking is available. Its campus consists of a 15-acre wooded hillside in a quiet suburb of Philadelphia. The 27,000 square foot

facility features twelve classrooms, studios, and a darkroom, arranged to provide natural lighting appropriate for each academic program. The facility features three computer labs and a learning resource center with Apple computers and appropriate supporting equipment and software. A large atrium serves as the student lounge and primary gallery for artwork. Antonelli Institute is accessible to handicapped persons.

## **ACCREDITATION**

Antonelli Institute is accredited by the Accrediting Commission of Career Schools and Colleges ([www.accsc.org](http://www.accsc.org)). The Accrediting Commission of Career Schools and Colleges (ACCSC) is a recognized accrediting agency by the U.S. Department of Education.

## **LICENSING AND APPROVALS**

Antonelli Institute is licensed by the Pennsylvania Department of Education, State Board of Private Licensed Schools, located at 333 Market Street, Harrisburg, PA 17126-0333. The school is authorized to grant Associate in Specialized Technology degrees by the Pennsylvania Department of Education, Division of Program Services. The school is approved for GI Bill and Pennsylvania State Bureau of Vocational Rehabilitation educational assistance. The school may also be approved by other agencies.

## **LEGAL CONTROL**

Antonelli Institute is legally controlled by Bradford Schools, Incorporated, 309 East Morehead Street, Suite 220, Charlotte, North Carolina 28202. Officers of the corporation are Joseph L. Calihan, Chairman; Martin J. Calihan, President and Chief Executive Officer; Jo Ann Travis, Vice President; Jennifer G. Calihan, Secretary; and Steven J. Lynch, Treasurer.

Other affiliated Bradford schools include:

Bradford School, Columbus, Ohio

Bradford School, Pittsburgh, Pennsylvania

Fox College, Bedford Park, Illinois  
Hickey College, St. Louis, Missouri  
International Business College, Fort Wayne, Indiana  
International Business College, Indianapolis, Indiana  
King's College, Charlotte, North Carolina  
Minneapolis Business College, Minneapolis, Minnesota  
Vet Tech Institute, Pittsburgh, Pennsylvania  
Vet Tech Institute of Houston, Houston, Texas  
Wood/Tobé-Coburn School, New York, New York

## **PROGRAM MODERNIZATION**

Antonelli Institute prepares its students for employment in the visual arts professions. To best meet the needs of these employers, periodic revision of the courses and programs is necessary. Antonelli Institute, therefore, reserves the right to add to or delete material from courses; alter program content; change software and equipment; change faculty; adjust tuition, fees, and residence rates; and modify cancellation/refund policies as circumstances indicate, subject to approval of the various state and national agencies under whose regulations we operate. Also included is the right to cancel a program if there is insufficient enrollment.

## **STUDENT CONSUMER INFORMATION**

Federal regulations set forth by the Higher Education Act of 1965 as amended require Antonelli Institute to annually distribute to all enrolled students and to prospective students upon request information about the availability of specific types of consumer information. To comply with these regulations, Antonelli Institute has prepared a "Guide to Student Consumer Information." This report is distributed annually to enrolled students. Copies are available upon request in the office of the President.

## **DISASTER AFFECTING THE SCHOOL'S OPERATIONS**

In the event of Acts of God affecting operations (i.e., fire, flood, hurricane, tornado, etc.), Antonelli Institute reserves the right to suspend training for a period not to exceed 90 days.

## **NONDISCRIMINATION IN EDUCATION PROGRAMS AND ACTIVITIES**

Educational institutions receiving federal financial assistance are required to comply with Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, and Title VI of the Civil Rights Act of 1964. These federal laws prohibit discrimination on the basis of sex including sexual harassment; race; color; religion; national origin; age; veteran status; and disability in the education programs and activities that they operate. Antonelli Institute is subject to these laws and complies fully with them in the enrollment of students, the hiring of faculty and staff, and in all other activities of the school. The President, who is identified in the Administration, Faculty, and Staff section of this catalog and who may be reached at 215-836-2222, is the coordinator at Antonelli Institute. Students, faculty, and administrative employees are encouraged to bring any complaints or reports of discrimination to the coordinator's attention. The matter will be investigated promptly, and both parties will be notified in writing about the outcome of the complaint. Appropriate follow-up will be implemented to assure that no person associated with the school is subjected to unlawful discrimination. Individuals who report discrimination will not be subjected to any retaliation for doing so.

## **COPYRIGHT INFRINGEMENT POLICY AND SANCTIONS**

Antonelli Institute requires all students, faculty, and staff to comply with copyright laws. Copyright is a form of protection provided by the laws of the United States (Title 17, U.S. Code) to the authors of "original works of authorship." The owner of copyright has the exclusive rights of reproduction, adaptation, publication, performance, and display. Types of works that are covered by copyright law include, but are not limited to, text, music, art, photographs, graphics, film, and software. Copyright covers all forms of a work, including its digital transmission and subsequent use.

It is illegal for anyone to violate any of the rights provided by the copyright law to the owner of copyright. Copying copyrighted materials in excess of the “fair use” limitation without the authority of the copyright owner, including uploading or downloading works protected by copyright, is an infringement of the copyright owner’s exclusive rights of reproduction and/or distribution. Unauthorized distribution of copyrighted material, including distribution of copyrighted material through unauthorized peer-to-peer file sharing, may subject individuals to civil and criminal liabilities.

Copyright infringement violates the institution’s policies and the law. Anyone who engages in copyright infringement, including the unauthorized distribution of copyrighted materials using the institution’s information technology system, will be subject to discipline by the school, which may include warning, suspension, expulsion, or termination. Copyright infringement may also subject the individual to civil and criminal liabilities. Anyone found to have infringed a copyrighted work may be liable for actual damages or statutory damages up to \$30,000 for each work infringed and, if willful infringement is proven by the copyright owner, that amount may be increased up to \$150,000 for each work infringed. In addition, individual infringers may be subject to criminal prosecution.

## **ADMISSIONS INFORMATION**

### **ADMISSIONS REQUIREMENTS**

The basic requirements for admission to the Antonelli Institute are graduation from a valid high school, private school, or equivalent (GED). Applicants who meet the basic requirements are accepted for admission based on a review of available documentation that demonstrates their scholastic ability and/or ability to succeed in the program and the related fields of employment. This documentation can include items such as an individual portfolio review, a high school or previous college transcript, artistic or photographic work, recommendation letters, and/or relevant work experience.

Antonelli Institute attempts to admit only those students who are capable of achieving the objectives of its programs and who have the ability to use the knowledge or skill gained from the training offered for successful on-the-job performance after completion of the training.

### **ADMISSIONS PROCEDURE**

Potential students should call, write, or communicate through the web site with the Admissions Department to request an application form or an appointment for a tour and an individual interview. To apply for enrollment, the student should complete an online application at [www.antonelli.edu](http://www.antonelli.edu) or complete a paper form and submit it with the application fee to the Admissions Office, Antonelli Institute, 300 Montgomery Avenue, Erdenheim, Pennsylvania 19038.

Prior to admission, potential students are expected to receive a tour of the school and an individual interview. Although not required, prospective students are encouraged to bring a portfolio of work to the scheduled tour and interview. A portfolio should consist of between four and twelve pieces. Sketchbooks and work done outside of formal classes are encouraged; it is not necessary that the work be framed or matted, and all work may be picked up by local prospective students or mailed to non-local prospective students upon request.



Upon receipt of the application, the school will typically request a transcript of the applicant's high school record. The applicant should work with the assigned admissions representative to determine what other types of information may be helpful in the acceptance process. Generally, the applicant should forward information that demonstrates his/her ability to succeed in the program and career field. School officials will review the application for enrollment and notify the applicant in writing regarding the status of his/her admission to the school. Generally, the applicant is notified of the school's decision within four to eight weeks after submission of the application.

**FINANCIAL INFORMATION**

**TUITION AND FEES**

**Application Fee**

For students applying prior to July 1, 2011 .....	\$25
For students applying July 1, 2011 or later .....	\$50

This fee is payable with all applications for admission. This fee is refunded if the application is not accepted.

**Tuition Deposit .....**\$100

A \$100 tuition deposit is due no later than 30 days after an applicant is accepted for admission. This deposit is credited to tuition when the student begins classes. It is not refundable after the due date.\*

**Confirmation Deposit.....**\$100

A \$100 confirmation deposit is due no later than 30 days after an applicant's financial plan is held. This deposit is credited to tuition when the student begins classes. Only \$50 is refundable after the due date.\*

**Residence Facility Deposit.....**\$375

A \$375 fee is required to reserve residence quarters for all students seeking living accommodations in one of Antonelli's residence facilities. It is due by May 1 to reserve accommodations for the next academic year and is not refundable. This deposit becomes a security/breakage deposit when the student begins classes. This deposit will be used to defray the cost of repairs to a unit above and beyond normal wear and tear. Damages beyond normal wear and tear may result in additional charges and/or dismissal from Antonelli Institute. If damages beyond normal wear and tear are discovered prior to move out, Antonelli Institute may require an increase in the deposit or demand immediate damage reimbursement. Should the unit pass the move-out inspection, the deposit will be applied to any outstanding charges owed to the school before being refunded to the student.\*

Rates effective for students entering between January 1, 2011, and December 31, 2011:

**Tuition (per semester)\*\***

Graphic Design .....	\$9,340
Photography .....	\$10,390

**Residence Facilities\*\*\***

Per semester .....	\$4,080
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**Estimated Kit and Supply Costs**

Students are expected to purchase supplies to accomplish their class assignments; such costs generally will be relatively higher during the earlier and later weeks of each semester and will vary among students. In addition, students are expected to purchase kits and equipment before certain semesters that will contain equipment and supplies expected to be used during subsequent semesters; such equipment also is expected to be used after the student graduates. Students in the Graphic Design program of study are expected to purchase or own a laptop meeting minimum requirements with required software and warranty for all semesters; the school store will recommend and facilitate the purchase of a laptop meeting minimum requirements with required software and warranty, which may cost \$1,000-\$1,600. Students in the Photography program of study are expected to purchase or own a professional digital camera for the second semester; the school will recommend a professional digital camera, which may cost approximately \$1,300. As of the publication date, it is expected that, for the Graphic Design program of study, (a) supply costs will total approximately \$175 for the first academic year and approximately \$300 for the second academic year and (b) the cost of the sole kit, to be purchased before the first semester, will total approximately \$300. As of the publication date, it is expected that, for the Photography program of study, (a) supply costs will total approximately \$1,300-\$1,600 for each academic year and (b) the cost of the kits to be purchased will total approximately \$800 for the first academic year and approximately \$375 for the second academic year. Kit and supply costs will not be considered institutional charges, and students may elect to purchase supplies outside of the school store.

## Textbooks

Textbook costs will vary significantly, depending upon the courses being taken each semester, whether textbooks are purchased new or used, and from whom the textbooks are purchased. The required textbooks will be disclosed in advance of each semester, and the bookstore will offer a pre-ordering service to purchase new textbooks. As of the publication date, textbooks for the entire program of study, if purchased unused, total approximately \$900 for the Graphic Design program of study and approximately \$800 for the Photography program of study; students are encouraged to find used textbooks from alternative sources before the start of each course. Textbook costs will not be considered institutional charges, and students may elect to purchase textbooks outside of the school store. If the student has a credit balance on his or her account, those funds will be made available immediately upon the student's request so that the student may purchase books and supplies.

Rates effective for students entering between January 1, 2012, and December 31, 2012:

### **Tuition (per semester)\*\***

Graphic Design .....	\$9,390
Photography .....	\$10,440

### **Residence Facilities\*\*\***

Per semester .....	\$4,140
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### **Estimated Kit and Supply Costs**

Students are expected to purchase supplies to accomplish their class assignments; such costs generally will be relatively higher during the earlier and later weeks of each semester and will vary among students. In addition, students are expected to purchase kits and equipment before certain semesters that will contain equipment and supplies expected to be used during subsequent semesters; such equipment also is expected to be used after the student graduates. Students in the Graphic Design program of study are expected to purchase or own a laptop meeting minimum requirements with required software and warranty for all semesters; the school store will recommend and facilitate the purchase of a laptop meeting minimum requirements with required software and warranty, which may cost \$1,900-\$2,400. Students in the Photography program of study are expected to purchase or own a professional digital camera for the second semester; the school will recommend a professional digital camera, which may cost approximately \$1,800. As of the publication

date, it is expected that, for the Graphic Design program of study, (a) supply costs will total approximately \$175 for the first academic year and approximately \$325 for the second academic year and (b) the cost of the sole kit, to be purchased before the first semester, will total approximately \$300. As of the publication date, it is expected that, for the Photography program of study, (a) supply costs will total approximately \$1,350-\$1,650 for each academic year and (b) the cost of the kits to be purchased will total approximately \$900-\$1,100 for the first academic year and approximately \$375 for the second academic year. Kit and supply costs will not be considered institutional charges, and students may elect to purchase supplies outside of the school store.

### **Textbooks**

Textbook costs will vary significantly, depending upon the courses being taken each semester, whether textbooks are purchased new or used, and from whom the textbooks are purchased. The required textbooks will be disclosed in advance of each semester, and the bookstore will offer a pre-ordering service to purchase new textbooks. As of the publication date, textbooks for the entire program of study, if purchased unused, total approximately \$450 for program specific textbooks for the Graphic Design program of study and approximately \$225 for program specific textbooks for the Photography program of study; students are encouraged to find used textbooks from alternative sources before the start of each course. General education textbooks with an unused cost of approximately \$575 are loaned to the student. Textbook costs will not be considered institutional charges, and students may elect to purchase textbooks outside of the school store. If the student has a credit balance on his or her account, those funds will be made available immediately upon the student's request so that the student may purchase books and supplies.

*\*Applicants who are accepted or apply within 30 days of their original start date must pay all deposits before classes begin.*

*\*\*The quoted tuition rate is based on enrollment for the equivalent of 12 credit hours or more in a semester. Tuition charges for a student enrolled in less than 12 credit hours in a semester will be adjusted proportionately.*

*\*\*\*To remain enrolled as a student in the school, a student who enters residence must continue in residence or pay minimum charges for the remainder of a two-semester*

*academic year.*

**Repeat Course Charges**

Summer Session Administrative Fee .....\$1,000

This nonrefundable administrative fee is charged instead of tuition for enrollment in a summer session in order to repeat a previously attempted course or courses. Financial aid is not planned or available to cover the summer session administrative fee. Consequently, summer session administrative fees must be paid by students from their own resources by cash, check, or approved credit. The administrative fee for a summer session is due the first day of class.

**Summer Session Residence Facility Charges**

Summer Session Residence Facility Administrative Fee (per week).....\$400

This nonrefundable administrative fee is charged if, at the discretion of the President, a student is approved to stay in the residence facilities for enrollment in a summer session in order to repeat a previously attempted course or courses. Financial aid is not planned or available to cover the summer session residence facility administrative fee. Consequently, summer session residence facility administrative fees must be paid by students from their own resources by cash, check, or approved credit. The residence facility administrative fee for a summer session is due the first day of class.

**CANCELLATION POLICIES**

The application fee is fully refundable if the student requests cancellation in writing within 5 calendar days after signing the enrollment agreement if no classes have been attended, lessons completed, or materials used. If the request is made verbally, the student should confirm the request for cancellation in writing within the next five (5) calendar days. The school will retain the entire fee after 5 calendar days or after 10 calendar days absent written confirmation. If the applicant is under 18 years of age, a parent or guardian should sign the cancellation request. Applicants who have not visited the school may request cancellation within three business days after orientation or the program start date and will receive a full refund of all monies paid. As noted previously,

applicants who are not accepted for admission will also receive a full refund of all monies paid.

**REFUND POLICIES**

When students withdraw or are dismissed, refunds shall be based on and computed from the last day of attendance (LDA) and shall be made within 30 days of the last day of attendance. Questions about refunds of tuition and other charges should be referred to the school’s administrative or financial aid office. Examples of refund calculations are available upon request.

**Tuition Refund**

Students who withdraw or who are dismissed during a semester may be refunded a portion of the tuition charged. The minimum refund amount will be governed by standards published by the state of Pennsylvania. The expected amount of the refund is illustrated by the table below:

<u>LDA in Semester</u>	<u>% Refund</u>
Within first 7 calendar days	100%
After first 7 calendar days through first 25%	55%
After 25% through 50%	30%
After 50%	None

The percentage of the semester is determined by dividing the number of calendar days through the last day of attendance by the number of calendar days in the semester.

**Residence Facility Deposit**

Once a student begins classes, the \$375 facility deposit becomes a security/breakage deposit. This deposit will be used to defray the cost of repairs to a unit above and beyond normal wear and tear. Damages beyond normal wear and tear may result in additional charges and/or dismissal from Antonelli Institute. Should the unit pass the move-out inspection, the deposit will be applied to any outstanding charges owed to the school before being refunded to the student.

## **Residence Fees**

Refunds of residence fees will be made only to students who withdraw or who are dismissed from the school. In these cases, the refunds will be calculated in the same manner as refunds of tuition.

## **Textbooks**

Textbooks are available from the school bookstore; however, students are not required to purchase books from the school. Textbook costs will not be considered institutional charges, and refunds will not be issued to students who withdraw or who are dismissed from the school. Unused and unmarked textbooks may be returned to the school store for full credit.

## **Treatment of Title IV, HEA Program Funds Upon Withdrawal**

Upon a student's withdrawal or dismissal from school, the U.S. Department of Education requires specific treatment of the Title IV program funds received by the student. These requirements are published in Chapter 34 of the Code of Federal Regulations, Section 668.22. The school is required to make refunds to the Title IV program funds according to these regulations regardless of amounts resulting from the school's tuition refund policy as described above.

These regulations allow the school to keep as "earned" the amount of Title IV aid that is equivalent to the amount of time the student has been in attendance, except during the first 30 days of a new student's first semester when the school is sometimes not permitted under regulations to disburse the student's Stafford loan. Title IV funds disbursed in excess of this amount must be returned by the school in the order noted below.

During the calculation of Title IV aid earned, the school will determine whether the student is due a post-withdrawal disbursement of federal aid. The school will make a determination as to whether the aid could have been disbursed under normal conditions and whether a post-withdrawal disbursement is necessary and appropriate. The amount of a post-withdrawal disbursement is determined by following the requirements for calculating earned Title IV aid and has no relationship to incurred educational costs. In addition, any post-withdrawal disbursement due to the student must meet the current required conditions for



late disbursements. If the student is due a post-withdrawal disbursement of loan funds, the school will notify the student and offer those funds. If the student is due a post-withdrawal disbursement of grant funds, the grant funds will be applied to the student's account and the student will be notified.

In the event the school is prevented from retaining the student's planned financial aid to satisfy tuition and other charges, the student is directly responsible for paying those charges.

### **Order of Refund**

Funds that must be returned to the federal government when a student is withdrawn, dismissed, or graduated, including the refund of a credit balance on the student's account, will be applied in the following sequence to eliminate or reduce balances in the aid programs from which the student received funds during the period: (1) unsubsidized Federal Stafford loans, (2) subsidized Federal Stafford loans, (3) unsubsidized Direct Stafford loans, (4) subsidized Direct Stafford loans, (5) Federal Perkins loans, (6) Federal PLUS loans, (7) Direct PLUS loans, (8) Federal Pell Grants (for which a return is required), (9) Academic Competitiveness Grant (for which a return is required), (10) Federal Supplemental Opportunity Grants (FSEOG) (for which a return is required), and (11) other assistance under Title IV for which a return is required. Any state or private aid programs will be refunded according to the program requirements. Remaining credit balances will be refunded to the student.

A refund which is designated for return to the student will not be made if there are unpaid charges owed to the school. Student balances that are not subject to Title IV refund regulations and are of an inconsequential amount will be written off. This includes debit and credit balances equal to or less than \$25.

Additional information regarding any third-party funding agency refund (i.e., Veterans Administration, WIA, SPOC, OVR, etc.) or other State Grant funds is available from the school's Financial Aid Office.

### **FINANCIAL AID**

A variety of financial plans are available to assist qualified students in securing an

education, regardless of financial status or family income level. These plans include a combination of student loans, grants, scholarships, and payment plans. The variety of available plans affords flexibility in choosing the one best-suited for a specific need. Antonelli Institute offers individual financial planning sessions for each student and family beginning with the completion of the Free Application for Federal Student Aid. Information about these plans is available from the Admissions or Financial Aid Office.

Financial aid is disbursed each semester and upon disbursement is credited directly to the student's account. Additionally, students will be notified in writing when federal student loans are disbursed. Other federal loan information, including the terms and conditions, is presented during planning and again during the entrance interview; it is also available at any time from the Admissions or Financial Aid Office

### **Verification Policies and Procedures**

To ensure that only eligible students receive Title IV aid, the government randomly selects applicants whose application information must be verified. The school will also exercise its option to verify additional student aid applicants not selected by the government. The school will not make any disbursement of Title IV aid to any student that is selected for verification until all verification documentation is complete.

**Time Frame:** The school will notify students at the time of the financial interview if verification is required. The financial interview normally occurs prior to enrollment. Students will be expected to submit all documentation no later than the program start date. Students who do not meet this deadline will be given two weeks from the start date to supply the verification documentation. An extension may be granted beyond the two weeks when circumstances beyond the student's control prohibit him/her from submitting the required documentation. In no way, however, will an extension be granted beyond the date for a second financial disbursement.

**Consequences for not Submitting Proper Documentation Within the Proper Time Frame:** If the student is unable to submit the required documentation within the two weeks from the program start date, he/she may request an extension. If the student does not request an extension or at the end of the extension does not submit the required documentation, the Title IV aid awarded will be canceled. The student must then make new arrangements for

paying all tuition and fee charges due to the school.

Notification of Verification Results: If no errors or discrepancies are found during the verification process, the student will be awarded the financial aid for which he/she is eligible. The disbursement of the aid will serve as notification to the student. If errors or discrepancies are found during the verification process, the student will be counseled on how to resolve the discrepancies or correct the errors.

Correction of Incorrect Information: If discrepancies are found in household size or number in postsecondary education, the student will be asked for additional proof of these items. If the independent status is questionable, the student will be asked for additional information to support his/her status. The school will assume the information on the individual's tax return to be correct. Corrections will be made on financial aid applications to reflect the information on the tax return. When applicable, the use of "tolerance" may be exercised, or the award may be "recalculated." If there is a change in the award amount, or if tolerance may not be applied, the Institutional Student Information Record (ISIR) will be reprocessed. In no case will the school ever disburse on the original ISIR when resubmitting the ISIR would result in an increased award.

In the case of campus-based aid and Stafford loans, the school will follow the same procedures that it takes for Pell. When applicable, the expected family contribution is recalculated. If an overaward is determined, the aid will be decreased to an eligible amount, and the student and the lender will be notified of the change in the award amount.

## **INSTITUTIONAL LOANS**

Institutional loans are available on a limited basis for students who have exhausted other possible means of financing. Institutional loan applications are accepted throughout the year. Loan amounts will vary depending upon financial need and may not exceed institutional charges. Loan recipients are required to make minimum monthly cash payments to offset institutional charges while in school. Monthly cash payments and interest charges begin following graduation or withdrawal.

## **PAYMENT TERMS**

Tuition, textbook charges, and residence fees, if applicable, are due on the first day a student begins class unless other prior arrangements have been made with the school. In the case where a student's financial situation warrants an exception, a member of Antonelli Institute staff will meet with the student to develop a financial plan. All financial obligations must be satisfied prior to graduation. If other financial arrangements have been made with the school, the student should ensure that the financial obligations have been met prior to graduation.

## STUDENT SERVICES

### STUDENT ADVISORY SERVICES

Student advisory services are important services that are available to every student attending the Antonelli Institute. Academic advising is provided to students by instructors, the Lead Instructor, and/or the Director of Education. Students should arrange to meet with an assigned faculty member or other instructor as a first step, but students are encouraged to meet with other advisors if the problem persists. The academic staff strives to communicate frequently with students about their academic performance. When appropriate, they may recommend/require tutoring and provide information on improving study habits and other learning techniques.

The Director of Education or President is available to help students having problems with transportation, day care, housing, and other personal problems. The Financial Services Coordinator is available to assist students experiencing financial difficulties. Career services department staff provides assistance to students in the area of job interviewing and related job search activities.

### CAREER SERVICES

Graduates of the school are entitled to use the services of the career services department in obtaining entry-level positions at no additional charge throughout their careers. These services may be used as many times as the graduate wishes regardless of the year of graduation. **The school cannot, of course, guarantee employment or placement in the student's field of study but can provide contacts and guidance during the placement process.** Any employment that a student or graduate may obtain with the help of the school's career services department will most likely be at an entry-level position.

Students begin active career exploration preparation during their final months of learning. They are taught to:

Complete an employment application.

Prepare a resume, cover letter, and thank you letter.

Generate job leads effectively.  
Understand the interviewing process.  
Communicate valuable skills to the employer during an interview.  
Function successfully as a professional.

Students nearing program completion meet with a career services representative to discuss job expectations, needs, and requirements as well as geographic preferences. This information is obtained in order to provide more personalized, effective career services assistance. Employers contact the career services department on a consistent basis to inquire about our graduates, and these job leads are supplied to graduates pursuing employment.

Antonelli Institute reserves the right to deny career services to a graduate at any time if he or she is delinquent or in default on a student loan, if he or she owes a refund on any federal or state student financial aid program, or if his or her conduct is significantly detrimental to the integrity of the institution. Examples of cause that could lead to forfeiture of career services privileges are failure to pass a drug test and conviction of criminal activity.

## **STUDENT RESIDENCES**

Antonelli Institute maintains residence facilities at a nearby apartment complex and may maintain residence facilities elsewhere within a short distance of the school. Residence facilities are only for the use of currently enrolled Antonelli students and will be closed during most school vacations. A student who withdraws or is dismissed from Antonelli Institute may not continue to reside in the residence facilities.

## **CAMPUS SECURITY**

Antonelli Institute strives to provide a safe environment for our students' learning experience. We have located our facility in a quiet suburban setting, and trespassing laws are enforced on our premises. If, however, a crime is committed on our premises, school personnel and building management are available to assist the students.

## **How to Report Criminal Actions or Other Emergencies**

If a student or other campus member is the victim of a crime, believes s/he sees a crime being committed, or becomes aware of any other emergency, the individual should report it in a timely manner to any school official. School officials include management personnel, directors, and security personnel. All incidents are then reported to the building management personnel and the local police. Students and employees are directed to call 911 to reach the city police or fire department should an emergency arise when a school official is not available. Antonelli Institute has no official policy or procedures for confidentially reporting crimes on a voluntary, confidential basis for inclusion in the annual disclosure of crime statistics.

## **Campus Safety Procedures and Crime Prevention Programs**

Procedures for reporting criminal actions or other emergencies are reviewed with students during orientation. Also guests are invited to speak to the students during the course of their program on topics such as self-protection. It is the school's policy to actively educate students about the realities of campus sexual assault and other campus crimes by publishing and distributing, at no cost to students, the following information:

- Crime Prevention Tips
- Prevention Ideas for Self-Protection
- Directory of Counseling Services

Antonelli Institute does not provide residential facilities for students on campus. However, Antonelli Institute employs a full-time residence director to assist students who reside in the residence facility. Security procedures are explained to students by residence facility personnel and the residence director at the residence facility orientation.

Procedures for reporting criminal actions or other emergencies are reviewed with faculty, staff, and administration at the annual start up meeting. Safety procedures and crime prevention tips are also reviewed.

## **Timely Warning Reports**

The school administration will provide students, faculty, and staff with timely warnings of reported crimes and other events that are considered to be a serious or ongoing threat to the safety of students and employees. These warnings include a description of the crime and the time, date, and location of the occurrence. The warnings are posted on campus bulletin boards, in student residence facilities, and in other appropriate areas. If campus bulletin boards are not timely enough, the campus community will be notified by a more urgent means as deemed appropriate for the situation.

## **Security and Access to Campus Facilities**

During business hours, the administration and classroom buildings are open to students, parents, employees, applicants, and other individuals who have a legitimate purpose for being on campus. Security systems are utilized during hours in which the school is closed, and video cameras have been installed to record activity in key areas. Antonelli Institute does not provide residential facilities for students on campus.

There are eight cameras throughout the campus. The cameras operate 24 hours a day, 7 days a week throughout the year. They record on at least a 72-hour loop. The cameras are monitored in the school store during hours of operation. Doors not frequently used are alarmed and inaccessible from the outside but can be used to exit the facility in case of emergency.

School personnel patrol the campus, secure the facility, and activate the alarm prior to departure. School personnel deactivate the system and open the facility upon arrival.

Safety and security issues are considered and implemented in the maintenance of all campus lighting, shrubbery, and other areas that could affect the safety of individuals on campus. Safety and security maintenance requests receive priority treatment over nonsafety and nonemergency requests.

## **Authority of Campus Security Personnel**

Antonelli Institute does not have a campus police or security department. The President serves as the chief security officer with assistance of management personnel. Security



personnel at the campus have no formal relationship with any state or local law enforcement agency, although they do maintain a good working relationship with local law enforcement personnel. Security personnel have no authority to arrest anyone.

### **Crime Statistics**

The following is a summary of the crimes that were committed and reported on our campus, in or on noncampus buildings or property, and on public property within the campus or immediately adjacent to and accessible from the campus during the periods indicated.

<u>Category</u>	<u>Location</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>
Murder/Non-negligent Manslaughter	On Campus	0	0	0
	Noncampus	0	0	0
	Public Property	0	0	0
Negligent Manslaughter	On Campus	0	0	0
	Noncampus	0	0	0
	Public Property	0	0	0
Sex Offenses, Forcible	On Campus	0	0	0
	Noncampus	0	0	0
	Public Property	0	0	0
Sex Offenses, Non- forcible	On Campus	0	0	0
	Noncampus	0	0	0
	Public Property	0	0	0
Robbery	On Campus	0	0	0
	Noncampus	0	0	0
	Public Property	0	0	0
Aggravated Assault	On Campus	0	0	0
	Noncampus	0	0	0
	Public Property	0	0	0

Burglary	On Campus	0	0	0
	Noncampus	0	0	0
	Public Property	0	0	0
Motor Vehicle Theft	On Campus	0	0	0
	Noncampus	0	0	0
	Public Property	0	0	0
Arson	On Campus	0	0	0
	Noncampus	0	0	0
	Public Property	0	0	0
Liquor Law Arrests	On Campus	0	0	0
	Noncampus	0	0	0
	Public Property	0	0	0
Liquor Law Violations Referred for Disciplinary Action	On Campus	1	0	0
	Noncampus	3	0	0
	Public Property	0	0	0
Drug Law Arrests	On Campus	0	0	0
	Noncampus	0	0	0
	Public Property	0	0	0
Drug Law Violations Referred for Disciplinary Action	On Campus	0	0	0
	Noncampus	2	0	0
	Public Property	0	0	0
Illegal Weapons Possession Arrests	On Campus	0	0	0
	Noncampus	0	0	0
	Public Property	0	0	0

Illegal Weapons	On Campus	0	0	0
Possession Violations	Noncampus	0	0	0
Referred for Disciplinary Action	Public Property	0	0	0

There were no reported hate crimes for the years 2008, 2009, and 2010.

Caveat: Antonelli Institute has no residential facilities for students on campus nor does it recognize any off-campus locations of student organizations.

### **Policy for Preparing the Annual Disclosure of Crime Statistics**

Campus crime, arrest, and referral statistics include those reported to campus officials and local law enforcement agencies. The report includes crimes that have occurred on campus, in or on noncampus buildings or property, and on public property within or adjacent to the campus. The President is responsible for collecting all crime reports and preparing the annual crime statistics disclosure to comply with the Jeanne Clery Disclosure of Campus Security Policy and Crime Statistics Act.

### **Policy on Alcoholic Beverages and Illegal Drugs**

Expulsion, suspension, or some lesser sanction may be imposed for the use, possession, or furnishing of alcoholic beverages or illegal drugs while on campus or while involved in school-related activities. Please refer to the Antonelli Institute Drug-Free School and Workplace Statement of Policy and Plan for the full details. The Antonelli Institute campus is designated as drug-free, and the consumption of alcohol or drugs is not permitted in any circumstances, even by students who are of legal age to purchase alcohol. The school will support local law enforcement agencies in the enforcement of underage drinking laws and federal and state drug laws.

### **Policy on Sexual Assault**

Antonelli Institute presents educational programs with local organizations to promote the awareness of rape, acquaintance rape, and other forcible and nonforcible sex offenses. Antonelli Institute also distributes educational materials to faculty, students, and staff to promote the awareness of rape, acquaintance rape, and other forcible and nonforcible sex

offenses. This information is included in the following materials:

- Crime Prevention Tips
- Prevention Ideas for Self-Protection
- Directory of Counseling Services

The materials also address issues of evidence preservation, criminal prosecution, law enforcement, and school notification in the case of a sex offense. Information provided by the Commonwealth of Pennsylvania concerning registered sex offenders may be obtained by contacting the Springfield Township Police at (215) 836-1600. Students who reside in the residence facilities may obtain such information by contacting the 14th District of the Philadelphia Police at (215) 686-3141. Information on registered sex offenders may also be obtained on the internet at <http://www.pameganslaw.state.pa.us> and <http://registeredoffenderslist.org>.

If a student is the victim of a sexual offense, the student should report the offense in a timely manner to any school official. School officials include management personnel, directors, and security personnel. Any student who has a complaint of campus sexual assault against another student should notify the President in a timely manner. If the student wishes to notify the proper law enforcement authorities, school officials are available and willing to assist. It is important for the victim to preserve evidence for proof of a criminal offense and that the offense is reported immediately.

Students may receive a listing of off-campus counseling, mental health, or other services available to victims of sex offenses in the library or from a Director. No professional on-campus services are available. If requested by the victim, school officials will change the victim's academic and living situations after an alleged sex offense. School officials will assist in notifying the victim of all reasonably available options available for these changes.

In a situation where disciplinary action is required, the accuser and the accused will be entitled to the same opportunities, which include having others present during school disciplinary proceedings. Both the accuser and the accused shall be informed in writing of the outcome following a final determination of the alleged offense as well as the appropriate sanctions that the school may impose. Appropriate sanctions may range from class suspension to dismissal from school.

## **Emergency Response and Evacuation Procedures**

The school administration will immediately notify the school community in the event and confirmation of an emergency or dangerous situation involving an immediate threat to the health or safety of students or staff. The decision will be made on a case-by-case basis. In the event of an emergency, students should follow the guidance provided by the administration through classroom announcements and personal communications.

Fire alarms are located throughout the building. In the event that a building needs to be evacuated for any reason, a fire alarm will be activated. At the sounding of the alarm, all building occupants shall evacuate the building immediately. Classroom instructors are expected to interrupt class activity and instruct students to evacuate the building when the alarm sounds. Students are expected to follow directions as given to them by their instructor or other school officials. All exits are marked, and students are expected to leave the building in a prompt and orderly fashion using these exits. Instructors should close any windows, turn off room lights, take the sheet for taking attendance, make sure everyone has left the room, close the door of the room, lead students away from the building, take roll immediately, and stay with the students until instructed to return to the building. Periodically fire and other emergency drills will be conducted at the school in order to familiarize students with fire and emergency evacuation procedures.

Antonelli Institute does not provide residential facilities for students on campus although it does maintain noncampus housing accommodations. The school conducts fire safety training for these resident students during the resident student orientation. This training will include fire prevention policies and rules, fire safety precautions, protocol for reporting fires, procedures for evacuating the building, and use of fire extinguishers. The fire and smoke alarm systems alert residents of potential hazards. When an alarm sounds, each resident should follow the established procedures:

1. Awaken any sleeping roommate.
2. Feel the doorknob and the door. If they are hot, do not open the door. Use a towel or blanket to fill the cracks around the door. Call 911.
3. If the doorknob and door are cool, slowly open the door and exit the room.
4. Close the door tightly when evacuating
5. Follow the predetermined exit route in a quick and orderly manner.
6. Leave the building using the nearest accessible stairway. Do not use an elevator.

7. When exiting in smoky conditions, keep your hand on the wall and crawl to the nearest exit.
8. Move safely away from the building and await instructions.

If in the event of an incident which would require the larger community to be notified, the school administration will utilize the 911 emergency phone system to report the event.

## **GRIEVANCE PROCEDURES**

If a student has a complaint regarding a specific course, instructor, or decision, the student should first appeal to the instructor or staff member involved.

If the problem is not resolved and the problem involves an academic matter, the program's Lead Instructor should be contacted. If the problem is still not resolved, the student should request a meeting with the Director of Education. If the problem is not resolved and the problem is not an academic matter, the student should request a meeting with the appropriate department director.

An appeal of decisions by the department director can be made in writing to the school President. In this case, the decision by the President is then considered final.

Schools accredited by the Accrediting Commission of Career Schools and Colleges must have a procedure and operational plan for handling student complaints. If a student does not feel that the school has adequately addressed a complaint or concern, the student may consider contacting the Accrediting Commission. All complaints considered by the Commission must be in written form, with permission from the complainant(s) for the Commission to forward a copy of the complaint to the school for a response. The complainant(s) will be kept informed as to the status of the complaint as well as the final resolution by the Commission. Please direct all inquiries to:

Accrediting Commission of Career Schools and Colleges  
2101 Wilson Blvd. /Suite 302  
Arlington, VA 22201  
(703) 247-4212

A copy of the Commission's Complaint Form is available at the school and may be obtained by contacting the President.

Additionally, a student has the right to bring a complaint in writing to the Pennsylvania State Board of Private Licensed Schools located at 333 Market Street, Harrisburg, PA 17126-0333 once any school representative has been made aware that a problem exists.

## **ACTIVITIES**

Students are invited to participate in an activity program that takes advantage of the cultural, business, and recreational resources of the area. While the social program varies each year depending upon student choice, all activities are designed to relieve some of the inherent pressures created by an intense academic schedule. In addition, these activities serve as the ideal place to meet new friends and develop better communication and interpersonal skills.

## **PERSONAL PROPERTY**

Students are assigned lockers for personal property. Antonelli Institute cannot be responsible for loss or damage to the personal property of students. Students are urged to provide adequate insurance through personal or family policies to cover such a loss in the event it does occur.

## **ACADEMIC INFORMATION**

### **CLASS SCHEDULE**

Instructional periods are scheduled in blocks of up to 230 minutes, with instructors encouraged to offer short breaks in relatively longer instructional periods. Classes are scheduled Monday through Friday from 8:30 a.m. to 5:00 p.m. Individual class schedules will vary each semester. In the event of unscheduled school closings due to weather or other events, make-up classes may be scheduled on Saturdays, holidays, or during evening hours and may result in an extended semester.

A regularly enrolled student is required to attempt the number of classes normally scheduled for a program for the length of the program. Students will not be permitted to attempt less than the normal load for the program in which they are enrolled except when the student has changed programs, is returning to a program in which he/she was previously enrolled, or has received transfer credit.

### **ATTENDANCE**

Regular class attendance is considered essential and students should train themselves to be present and on time for all classes. Development of this important habit while in school makes it considerably easier to satisfy the employer and client who demand regular and punctual attendance.

Absence from class, regardless of reason, involves a loss to both the student and to other members of the class. The school's policy is that students should attend all classes. While it is recognized that certain reasons beyond the control of the student may make it impossible for him or her to attend class, excessive absenteeism may result in a lowered grade or other administrative action. An absence rate in excess of 10 percent of the total class hours scheduled may result in dismissal from school. A student who accumulates 10 consecutive days of absence is considered to have withdrawn from school.



An absence rate in excess of 15 percent of the class hours scheduled in any one course will result in a failing grade for that course and a revocation of privileges to attend additional classes in that course. The student will be notified within 3 calendar days of exceeding a 15-percent cumulative absence rate in a course. A student may appeal within 3 calendar days of notification of a failing grade due to absences; the appeal must be submitted in writing to the program's Lead Instructor and both describe and document any mitigating or special circumstances to be considered. Within 2 days of receiving the appeal, the course instructor, program Lead Instructor, Director of Education, and President will reach a majority decision regarding the appeal, and that decision will be considered final.

## **MAKE-UP POLICY**

All work (projects, tests, assignments, etc.) missed due to absence from class must be made up. Work not made up will receive a zero grade. Instructors are responsible for assigning make-up work, deadlines, and grading penalties. Make-up work is not permitted for the purposes of receiving Veterans Administration training allowances. Final projects must be submitted and final examinations must be taken on the scheduled day unless the instructor has pre-approved an alternate schedule due to mitigating circumstances.

## **STUDENT CONDUCT**

Students at Antonelli Institute are expected to conduct themselves as responsible adults. Expulsion, suspension, or some lesser sanction may be imposed for any of the following offenses: 1) interruption or any manner of interference with the normal operation of the school; 2) destruction, damage, or misuse of school equipment, facilities, or property; 3) illegal possession, use, or furnishing of alcoholic beverages while on campus or while involved in school-related activities; 4) illegal possession, use, or furnishing of drugs while on campus or while involved in school-related activities; 5) use, possession, or furnishing of weapons while on campus or while involved in school-related activities; 6) verbal or physical assault that injures, causes serious emotional harm, or grievously demeans another person in the school community; 7) theft of another's property occurring on school premises; 8) participation in hazing; 9) academic cheating, plagiarism, or copyright infringement;

10) commission of other offenses that in the opinion of the administration may be contrary to the best interest of the school community.

Sanctions that may be imposed are 1) warning, 2) suspension, or 3) expulsion. In general, the school will issue warnings prior to dismissing a student for poor conduct. The school, however, may dismiss a student without warning if the offense is serious. Serious offenses may be any of those listed in the policy on conduct but are considered to be those that directly affect the physical well being of other persons in the school community. The President makes the decision as to the seriousness of any offense. A student who wishes to question any decision made by the President should follow the procedures outlined in the GRIEVANCE PROCEDURES section. Conviction on a drug-related charge while enrolled and receiving financial aid may result in the loss of certain types of financial aid.

## **CLASS SIZE**

The average class size is approximately 20 students. Studio and lab classes usually do not exceed 24 students, and lecture and related classes usually do not exceed 38 students.

## **DEFINITION OF ACADEMIC CREDIT**

A clock hour is equal to a minimum of 50 minutes of instruction. Academic credit is measured in semester credit hours. An academic semester credit hour is equivalent to a minimum of 15 clock hours in class, 30 clock hours in a laboratory, 45 clock hours devoted to externship, or a combination of the three. This definition also assumes outside work. Depending on the particular course, assignments will include outside reading and preparation, projects that require application of classroom theory, exercises to enhance manipulative skills, written assignments, and/or research and report writing.

## **COURSE NUMBERING SYSTEM**

The school uses a five-character course numbering system. The course number consists of two letters and three digits. The letters identify the field of study. The first digit indicates

the course level. Level-100 courses are primarily introductory and first-year courses, and level-200 and level-300 courses are primarily advanced and second-year courses. The second and third digits are used to differentiate between courses in the same field.

## GRADING SYSTEM

Letter grades are assigned as a final grade in each course. The following scale is used to assign course grades.

<u>Grade</u>	<u>QPA Weight</u>	
A	4.00	
B+	3.50	
B	3.00	
C+	2.50	
C	2.00	
D+	1.50	
D	1.00	
F	0.00	
I	0.00	Incomplete
S	No Value	Substitution Credit
T	No Value	Credit by Transfer
W	No Value	Withdrawn

The quality point average (QPA) is calculated as follows:

1. For each course taken, multiply the number of quality points assigned to the grade earned by the number of credits received for the course.
2. Add all accumulated quality points.
3. Divide by the total number of credit hours the student has attempted.

Courses in which a student received a failing grade (F) or an incomplete (I) are included in the total number of credits attempted when calculating the quality point average and

the successful course completion percentage. Courses in which the student received an S or T are not used in computing the quality point average. Courses in which the student received a T are included in both the attempted and successfully completed hours when calculating the successful course completion percentage. A student who withdraws from a program receives a grade of W in all uncompleted courses. Courses given the grade of W are included in hours attempted when calculating successful course completion percentage but are not included in the total number of credit hours attempted when calculating the quality point average. Withdrawal from individual courses is not allowed.

## **GRADE REPORTS**

Grade reports are supplied to each student following the completion of each semester.

## **TRANSCRIPTS**

Upon graduation, each student receives a final transcript. Students may be charged a processing fee for additional transcript copies. Official transcripts generally will not be issued to a student who owes the school money, who is delinquent or in default on a student loan, or who owes a refund on any federal or state student financial aid program.

## **WITHDRAWAL**

Students who find it necessary to withdraw from a program should have a preliminary interview with the President, Director of Education, or Lead Instructor. The student is also required to have an exit interview with a representative of the financial aid department.

If a student provides notice of withdrawal either verbally or in writing to the Director of Education, the date on which the notice is given is the date of withdrawal. If a student provides notice of withdrawal either verbally or in writing within the first 6 class days of a

semester (drop period), the end date of the previous semester will be considered the last date of attendance.

A student who has missed ten (10) consecutive days of class is considered to have withdrawn. If a student is absent from class for a period of 10 consecutive class days, excluding scheduled holidays or breaks, the date of withdrawal will be the first class day after the 10-day period of nonattendance.

## **DISMISSAL**

A student could be dismissed by the school for any of the following reasons:

- |    |            |   |
|----|------------|---|
| 1. | Academic   | Failure of course work that would preclude graduation.  |
| 2. | Attendance | Excessive absences.   |
| 3. | Misconduct | Behavior unbecoming of a photographic or graphic design professional or offenses listed in the STUDENT CONDUCT section. |
| 4. | Financial  | Failure to meet obligations outlined in the student's financial plan.   |

A student who is dismissed may appeal to the President, who will make the final determination.

## **READMISSION**

Readmission to Antonelli Institute following dismissal or withdrawal will be at the discretion of the school. Students wishing to reenter must contact the Director of Education or President.

A student cannot reenter the school if he or she 1) has a loan in default or 2) was dismissed for a violation of the conduct policy. A student who was dismissed for failure to make

satisfactory academic progress will not be allowed to reenter except under the circumstance where the student has failed a prerequisite course and must withdraw.

Reentering students will be charged the tuition in effect upon reentry and will be required to meet current graduation requirements for the program in which they enroll.

Following dismissal or withdrawal, a student may be considered for readmission into the same or a different program only one time. However, in cases involving mitigating or special circumstances, an appeal of a denial to readmit may be considered. The circumstances must be fully documented. If there is a finding that the mitigating or special circumstances are in fact the primary reason for the student's dismissal or withdrawal and if it is determined that the student can reasonably be expected to meet the requirements for standard progress and for graduation, the student may be readmitted. A student may appeal a denial to readmit only one time.

## **STANDARDS OF SATISFACTORY ACADEMIC PROGRESS**

Academic progress standards for students receiving federal financial assistance are the same as the standards for students enrolled in the same academic program who are not receiving assistance. All students, including those students not currently receiving any financial aid, will be evaluated.

### **Maximum Time Frame**

Students are expected to complete graduation requirements within the normal completion time specified in the program description for the program in which they are enrolled. Under certain circumstances, however, the student may require more than the normal completion time to fulfill graduation requirements. The maximum time frame in which a student must complete his or her program is 150 percent of the published length of the program as measured in credit hours to complete the program. Transfer credits that apply toward the student's program will be counted toward the maximum time frame.

A student who changes programs is still responsible for maintaining satisfactory academic progress in accordance with the standard above. All courses the student attempts count toward the 150 percent time frame requirement. A student who returns to the institution to pursue a second credential will have his or her maximum time frame established at 150 percent of the normal length of the second program minus the courses applicable from the first program of study and any other documented transfer credits that are counted toward the second program of study.

### **Satisfactory Progress Measurements**

All students must progress satisfactorily toward meeting graduation requirements. The academic progress of each student will be reviewed following each semester of his or her program. A student's progress toward graduation is considered satisfactory if the following minimum requirements are met.

Minimum Quality Point Average (QPA)/Minimum Successful Course Completion Percentage:

	Cumulative QPA	Successful Course Completion
Semester 1	1.7	25 percent
Semester 2	2.0	33 percent
Semester 3	2.0	67 percent
Semester 4	2.0	67 percent

The successful course completion percentage is calculated by dividing the cumulative number of hours the student has successfully completed by the cumulative number of hours the student has attempted. A student attending Summer Session will be considered to be making satisfactory progress if at the end of the Summer Session, the student meets the standards for the immediately preceding semester.

**Additional Successful Course Completion Requirements:**

Students are expected to successfully complete all courses attempted. If a student fails a course that is a prerequisite for another course that will be offered immediately in the program progression, the student will be required to:

1. Withdraw from the program. A later restart may be permitted under the policy for reentry, provided the student was otherwise making satisfactory academic progress.

or

2. Change to a like program with a later start date such that the student will be able to retake the prerequisite course and the remainder of the required courses with that program cohort.

No matter which of the two options above a student may elect, the student will be permitted this option only twice. A third failure of a prerequisite course in any program will cause dismissal.

If a student fails a course that is not a prerequisite for another course in the program, circumstances may occur where a student could continue in the program and repeat the course at a later date provided that the maximum time frame would permit.

A student will be allowed to fail and repeat only four courses.

A student who does not meet the minimum quality point average for standard progress or the successful course completion requirements will be dismissed and is no longer eligible to receive assistance under the Title IV, HEA programs, if applicable. Students may appeal a decision to dismiss and to have financial aid reinstated, if applicable, by following the appeal procedure outlined below.

### **Treatment of Failures, Incompletes, Withdrawals, Transfer Credits, and Course Repetitions**

Credits for courses in which a student received an F (failing grade) or an I (incomplete) are included in the total number of credits attempted when calculating the quality point average and as credits attempted but not successfully completed when calculating the successful course completion percentage.

A student who withdraws from a program receives a grade of W (withdrawal) in all uncompleted courses. Courses given the grade of W are included in credits attempted but not successfully completed when calculating the successful course completion percentage.



They are not included in the total number of credit hours attempted when calculating the quality point average.

Credits for courses in which the student received a T (transfer credit) are not used in computing the quality point average. Transfer credits that are accepted toward a student's program are included in both the attempted and successfully completed hours when calculating the successful course completion percentage.

In the case of repeated courses, credits and grades for both courses are included when computing the cumulative quality point average. Credit hours for both courses are included when calculating the successful course completion percentage and count toward the maximum timeframe.

In summary, courses with grades of F, I, W, and T as well as both original and repeated courses count toward the maximum time frame and are included in the successful course completion percentage calculation. Courses with grades of F and I as well as repeated courses are included when computing the cumulative quality point average; courses with grades of W and T are not. Antonelli Institute does not offer noncredit remedial courses.

### **Appeal Process and Reinstatement of Financial Aid Eligibility**

A student has the right to appeal a determination that he or she is not making satisfactory progress. The appeal must be in writing and should be submitted to the Director of Education or President within three (3) class days when the student is notified on site or within a reasonable time (not generally to exceed five [5] class days) when the student must be notified off-site.

An appeal may be considered in cases involving mitigating circumstances. Examples of mitigating circumstances include personal illness, injury, or accident; serious illness or death of a parent, guardian, spouse, or child; and other special circumstances. The student is required to submit information regarding why s/he failed to make satisfactory academic progress and what has changed in the student's situation that would allow the student to demonstrate satisfactory academic progress at the next evaluation. The circumstances in the appeal must be fully documented.

If there is a finding that the mitigating circumstances are in fact the primary reason for the student's failure to make standard progress and if it is determined that the student can reasonably be expected to meet the requirements for standard progress at the end of the next

term or if the school and the student have developed an academic plan that, if followed, will ensure that the student is able to meet satisfactory academic progress standards by a specific point in time, then the student may be placed on probation and financial aid may be reinstated, if applicable. Otherwise, the student will be dismissed. Under certain circumstances the student may be allowed to restart at a later time; however, the maximum time frame constraints would have to be met. The Director of Education or President will notify the student of the results of the evaluation of the appeal.

A student may appeal a determination of unsatisfactory progress as many times as he or she wishes; however, a positive finding of mitigating circumstances over more than one or two terms is highly unlikely. A student who has appealed a determination that s/he is not meeting satisfactory academic progress and who is attending his or her program under an approved academic plan remains eligible for Title IV aid as long as s/he continues to meet the conditions of the plan. The student is not considered to be on probation status, provided s/he is otherwise making satisfactory progress under the academic plan.

### **Probation**

A student who successfully appeals a determination of unsatisfactory progress will be placed on probation. Probation is for the semester following the semester when the reported grades resulted in a determination of unsatisfactory academic progress. If receiving financial aid, a student on probation will be eligible to receive any financial aid due to him or her for one payment period. The student's record will be reviewed at the end of the probation period. If the student's quality point average and successful course completion percentage following the probation period still do not meet the standard satisfactory progress requirements or if the student has not met the requirements of the academic plan developed by the school and the student, the student is not making satisfactory progress and will be dismissed and does not qualify for further Title IV, HEA program funds.

The student may appeal this decision after each finding of dismissal. The number of semesters during which a student may remain on probation is limited to two. However, probationary status over more than one semester is highly unlikely.

Note: A veteran student may remain on probation for no more than two semesters.

### **Course Repetitions**

Students should discuss course repetitions with the Lead Instructor or Director of Education. Students should be aware that course offerings depend on time of year and level of student enrollment. Therefore, rarely is a course offered during every semester. The student's grade earned in the repeated course work as well as the student's original grade would be included when computing the cumulative quality point average. Both courses are included when calculating the successful course completion percentage and count toward the maximum timeframe. There may be an additional tuition charge or an extra-term administrative fee. Students are limited in Title IV assistance to just one repetition of a previously passed course. However, the student is not eligible for Title IV assistance to cover an extra-term administrative fee or if the student previously passed the course and is repeating the course because of other failed coursework.

### **Incomplete Grades**

An incomplete (I) grade may be issued to a student who is passing a course but who has not been able to complete all required work, generally because of some extenuating circumstance. The student will be allowed up to four (4) weeks from the end of the semester to complete the course work. When the course work is completed, a grade will be issued for the course. If the work is not completed during the allotted time, the incomplete (I) will revert to an "F."

When calculating the quality point average for purposes of determining satisfactory progress, an incomplete (I) is equivalent to an "F." The student accumulates no quality points for the course, but the number of credits assigned to the course is included in the total number of credits attempted both in the quality point average and successful course completion calculations.

If the incomplete prevents a student from meeting graduation requirements, the student will be eligible for placement services if he or she desires. If the incomplete is not resolved within the allotted time period, however, the student will forfeit the future use of the school's placement service and will not be issued a diploma.

## **GRADUATION REQUIREMENTS**

To be eligible for graduation, students in all programs must:

1. Attain an overall 2.0 quality point average.
2. Pass all courses in the program in which they are enrolled.
3. Earn the required number of credits specified for the program.
4. Satisfy all financial obligations.

Upon fulfillment of these graduation requirements, the student will be issued the associate in specialized technology degree indicating satisfactory completion of all program requirements.

## **GRADUATION AND TRANSFER-OUT RATES**

To comply with federal regulatory requirements, Antonelli Institute is required to disseminate its graduation and transfer-out rates to enrolled students and, upon request, to prospective students. A new rate is calculated by each July 1 and is available for review in the President's office.

## **CREDIT TRANSFER FROM ANOTHER SCHOOL**

Transcripts of work completed at other colleges may be submitted to the Director of Education for review. Transcripts should be submitted during the first semester of a student's program. Other documentation may also be required. Credits considered for transfer are evaluated by the Director of Education to determine if the course work is similar in nature, content, and level to that required at Antonelli Institute. If the course work is comparable, transfer students may be given credit for courses completed at other approved colleges provided the grades received for the courses were "C" or better.

Courses completed at other Bradford schools will be treated the same as courses taken at Antonelli Institute. Because programs at Antonelli Institute are specially tailored to career preparation, course credits from other postsecondary schools may not be transferable. Credit is not granted for advanced placement or experiential learning.

## **CREDIT TRANSFER TO ANOTHER SCHOOL**

The acceptance of credits is always at the discretion of the institution to which a student is attempting to transfer credits. There may be articulation agreements in place at the time the student enters that may not be in place when the student graduates or desires to attend a particular school. **Because programs at Antonelli Institute are designed specifically for career preparation, students must assume that credits for courses taken at Antonelli Institute are not transferable to other institutions.** Neither Antonelli Institute nor any of its employees can represent that another institution will accept any courses for credit.

A student who is interested in attempting to transfer credits to another institution should contact the Director of Education. Antonelli Institute will supply the necessary documentation that may aid the student in receiving credits for the completed course work provided the student does not owe the school money, is not delinquent or in default on a student loan, or does not owe a refund on any federal or state student financial aid program.

## **SCHEDULING**

Depending on the student's start date, not all programs can be completed without a break in schedule. The Admissions Department can advise prospective students which programs are planned for completion without break. Antonelli Institute reserves the right, however, not to offer a planned program if there is insufficient enrollment.

## **DISABILITY SUPPORT SERVICES**

Antonelli Institute is committed to providing equal access to the school's academic programs and services to qualified individuals with disabilities through reasonable accommodation. Students who believe they are in need of accommodations should contact the designated Section 504 coordinator, who is the President identified in the Administration, Faculty, and Staff section of this catalog, by phone at (215) 836-2222 or by mail or in person at 300 Montgomery Avenue, Erdenheim, PA 19038. The student should provide the designated Section 504 coordinator with a current comprehensive evaluation of a specific disability from a qualified diagnostician that identifies the type of disability and lists recommended accommodations. All documentation will be reviewed by the designated Section 504 coordinator in a timely manner, and appropriate reasonable accommodations will be provided based on the individual student's needs.

## **NOTIFICATION OF RIGHTS UNDER FERPA**

The Family Educational Rights and Privacy Act (FERPA) affords the students certain rights with respect to their education records.

These rights are:

1. The right to inspect and review the student's education records within 45 days of the day Antonelli Institute receives a request for access. Students should submit to the Director of Education or head of the academic department written requests that identify the record(s) they wish to inspect. The school official will make arrangements for access and notify the student of the time and place where the records may be inspected. If the records are not maintained by the school official to whom the request was submitted, that official should advise the student of the correct official to whom the request should be addressed.
2. The right to request the amendment of the student's education records that the student believes are inaccurate or misleading. Students may ask Antonelli Institute to amend a record that they believe is inaccurate or misleading. They should write the school official responsible for the record, clearly identify the part of the record they want changed, and specify why it is inaccurate or misleading. If the school

decides not to amend the record as requested by the student, Antonelli Institute will notify the student of the decision and advise the student of his or her right to a hearing regarding the request for amendment. Additional information regarding the hearing procedures will be provided to the student when notified of the right to a hearing.

3. The right to consent to disclosures of personally identifiable information contained in the student's education records, except to the extent that FERPA authorizes disclosures without consent. One exception, which permits disclosure without consent, is disclosure to school officials with legitimate educational interests. A school official is defined as a person employed by the Antonelli Institute in an administrative, supervisory, academic, or support staff position (including law enforcement unit and health staff); a person or company with whom Antonelli Institute has contracted (such as an attorney, auditor, or collection agent); a person serving on the Board of Directors; or a person assisting another school official in performing his or her tasks. A school official has a legitimate educational interest if the official needs to review an education record in order to fulfill his or her professional responsibility.

Directory information may be released without a student's prior consent; this information is limited to student name, date admitted, mailing address and telephone number, local address and telephone number, e-mail address, semesters of attendance, major, specialization, enrollment status, full or part-time status, degree sought, honors and awards, and degrees and dates received.

Students have the right to withhold the release of information designated as "directory information" by submitting to Antonelli Institute no later than 14 days after the beginning of a term, a request written and signed that "directory information" not be released. This request is effective until revoked in writing by the eligible student to the same office.

4. The right to file a complaint with the U.S. Department of Education concerning alleged failures by Antonelli Institute to comply with the requirements of FERPA. The name and address of the Office that administers FERPA is:

Family Policy Compliance Office  
U.S. Department of Education  
400 Maryland Avenue, S.W.  
Washington, DC 20202-5901



## **PROGRAMS OF STUDY**

Antonelli Institute offers two specialized programs:

1.       Graphic Design
2.       Photography

## GRAPHIC DESIGN PROGRAM

### ASSOCIATE IN SPECIALIZED TECHNOLOGY DEGREE

The Graphic Design Program prepares students for an entry-level career in the graphic design and illustration field. Learning from professionals in the field, students acquire the skills necessary for a full-time staff position or freelance practice.

Our teaching philosophy is based on the principles of developing the technical abilities required to present creative visual concepts to gain employment in the field. The first year of study allows the student to develop techniques and procedures required to produce a concept and render a visual image using professional design software. The second year provides the guidance necessary for the student to develop a portfolio that reflects the individualized styles best suited for his/her career goals.

The objectives of the program are to:

- Develop the skills necessary to effectively use the basic tools of design, illustration, and production.
- Encourage each student to demonstrate creative problem solving through projects that require realistic solutions.
- Acquire a working knowledge of graphic and web design, layout, illustration, typography, and computer graphics.
- Prepare students for the employment demand of working with deadlines, clients, art directors, and budgets.
- Develop a professional portfolio.

Upon satisfactory completion of this program, the Associate in Specialized Technology Degree, an occupational degree, will be awarded.

#### Course

Number	Course Name	Credits
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#### First Semester

GD151	Production/Computer Applications	3
GD152	Layout and Design	2
GD154	Typography	2
GD155	Color Theory	2
GD161	Basic Drawing	3
CO181	Public Speaking	3

## **Second Semester**

GD165	Computer Typography	3
GD166	Computer Illustration	3
GD171	Graphic Design	2
GD181	Motion Graphics	2
AR161	Survey of Western Art	2
SS191	Introduction to Business	3

## **Third Semester**

GD271	Introduction to Web Design	3
GD273	Illustration Studio I	2
GD274	Design Studio I	2
GD276	Computer Graphics	2
GD375	Creative Advertising	3
MA111	Personal Finance	3

## **Fourth Semester**

GD281	Corporate Identity	2
GD286	Portfolio Preparation	2
GD283	Illustration Studio II	2
GD284	Design Studio II	2
GD285	Advanced Web Design	1
CO215	Visual Communications	3
SS216	Marketing	3

**TOTAL CREDITS REQUIRED FOR GRADUATION: 60**

## **PHOTOGRAPHY PROGRAM**

### **ASSOCIATE IN SPECIALIZED TECHNOLOGY DEGREE**

The Photography program of study prepares students for entry-level positions in the fast-paced world of professional photography, whether it is in portraiture, advertising, commercial photographic lab work, freelance, or any number of other areas where skilled photographers are needed. The program provides opportunities, not only for a high level of technical training and skills needed to do quality photography, but also to help the student become a successful business person or a highly valued employee.

The first year of study is designed to have the student experience the basics of three-dimensional lighting, camera functions, picture composition, black-and-white photography, 4x5 camera work, and photographic chemistry. The second-year courses move into more demanding use of techniques learned earlier and introduce color photography, digital imaging, advanced lighting, and commercial applications including architectural, product, and fashion photography.

The objectives of the program are to:

- Teach the functions of the camera and the use of various formats, including the 4x5 view camera.
- Develop the knowledge required to create the lighting effect that best produces the needed feeling or mood for the photograph.
- Teach students to communicate visually an idea through a photograph.
- Develop the ability to work creatively on an assignment and produce the finished photographs in the time allotted.
- Prepare a professional portfolio.

Upon satisfactory completion of this program, the Associate in Specialized Technology Degree, an occupational degree, will be awarded.

#### **Course**

<b>Number</b>	<b>Course Name</b>	<b>Credits</b>
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#### **First Semester**

PH141	Fundamentals of Photography	3
PH152	Camera Work	2
PH154	Basic Lighting	2
PH155	Theory of Composition/ History of Photography	3
PH161	Traditional Photo Lab	2
SS191	Introduction to Business	3

#### **Second Semester**

PH162	Theory of Light/Portraiture	2
PH164	Digital Photo Lab	2
PH172	Digital Photographic Imaging	3
PH310	Professional Photography I	3
PH361	Photojournalism/Public Relations	2
MA111	Personal Finance	3

### **Third Semester**

PH265	Fashion Photography	2
PH275	Photo Studio I	2
PH320	Professional Photography II	2
PH373	Introduction to Color Photography	3
CO215	Visual Communications	3
SS216	Marketing	3

### **Fourth Semester**

PH281	Advanced Lab	2
PH282	Professional Development	2
PH283	Advanced Commercial Studio	3
PH285	Photo Studio II	2
PH324	Advanced Professional Photography	3
CO181	Public Speaking	3

**TOTAL CREDITS REQUIRED FOR GRADUATION: 60**

## **COURSE DESCRIPTIONS**

### **AR161 Survey of Western Art**

Starting with the principles of art, students begin a comprehensive study of generally accepted interpretations of the historically important periods, styles, and artists of western art and culture. This course stresses the importance of research development and delivery of verbal and visual presentations. (64 Clock Hours/2 Semester Credits)

### **CO181 Public Speaking**

This course offers the student exercise in both group and individual speaking situations, thus providing training to become a confident and effective speaker. (64 Clock Hours/3 Semester Credits)

### **CO215 Visual Communications**

This course focuses on the study of “image” as a powerful instrument of communication in society for photographers and graphic designers. All forms of visual presentation will be studied for impact and effect. Students will learn to improve their ability to communicate and present ideas visually utilizing media appropriate to their field of study. (64 Clock Hours/3 Semester Credits)

### **GD151 Production/Computer Applications**

The student will explore traditional pre-press and computer-based production. The course will cover basic desktop publishing concepts and the use of industry-standard software and include graphic file importing and exporting protocols. (64 Clock Hours/3 Semester Credits)

### **GD152 Layout and Design**

The student will learn basic structural layout skills with strong emphasis on proper page partitioning and typography. Conceptual design will also be stressed with the use of several projects designed to motivate the student. Projects will include advertising design, package design, poster design, and current production design techniques. (64 Clock Hours/2 Semester Credits)

### **GD154 Typography**

Beginning with a formulation of type’s history and basic terminology, students will learn to see typography as a visual design element beyond the written word. The communication of ideas and emotions will be explained with a variety of techniques and mediums. (64 Clock Hours/2 Semester Credits)

### **GD155 Color Theory**

Through a series of design projects, students will learn how color impacts design and why understanding how color behaves is critical to the success of the graphic designer/illustrator. Additionally, through the use of various media, the student will develop skills in design and painting, appreciate the diverse meaning of color globally, and gain authority over the illusive and expressive aspects of color. (64 Clock Hours/2 Semester Credits)

### **GD161 Basic Drawing**

Beginning techniques in perspective drawing and object representation are covered in this course. Graphite, pen and ink, and colored pencils are used to generate numerous compositions. (64 Clock Hours/3 Semester Credits)

### **GD165 Computer Typography**

Students will study typography and logo design based upon software derived type. Students will learn how computer-based illustration and freehand techniques have opened new ideas and production solutions. (64 Clock Hours/3 Semester Credits)

### **GD166 Computer Illustration**

This course explores the basic issues of illustration and using the computer as a drawing tool. Using the skills learned in the Production/Computer Applications course, students further develop their skills and ability to organize and create custom illustration. Furthermore, students are introduced to both the creative and professional applications of technology to drawing in both vector-based illustration and pixel-based illustration. The course examines the role of digital illustration in the graphic arts and addresses the application of classroom knowledge to solving problems in desktop publishing. (64 Clock Hours/3 Semester Credits)

### **GD171 Graphic Design**

The thrust of this course will be to encourage the student to think creatively to transform a complex concept into a simple but understandable form. All classic forms of logo development and symbols will be explored through rough pencil “thumbs” to finished comprehensives. The students will then apply their creative efforts on literature, advertisements, letterheads, and packaging. (64 Clock Hours/2 Semester Credits)

### **GD181 Motion Graphics**

The student will learn traditional animation techniques and utilize the latest animation software to build and manage animations, interactive applications, and even entire web sites. Course assignments will be based on common projects encountered in the real

world. Students will develop the expertise and software knowledge required for professional graphic designers working today. (64 Clock Hours/2 Semester Credits)

### **GD271 Introduction to Web Design**

Students will learn how to plan a web site, create web pages, add interactivity, and test/update a site. Using applications for web development such as Dreamweaver™ and Fireworks™ and design programs like Photoshop™, students will build and publish websites. (64 Clock Hours/3 Semester Credits)

### **GD273 Illustration Studio I**

This course introduces the student to many illustrative techniques used by professionals in the commercial art field. The student will experiment with various mediums and methods through class exercises and practical applications. (64 Clock Hours/2 Semester Credits)

### **GD274 Design Studio I**

This course will instruct the student to execute design as well as illustrations within strict guidelines, such as subject matter, size constraints, and application of typography. Emphasis will be placed on experimentation to develop one's own style. Projects will focus on the limitations and freedoms met by professional designers and illustrators. (Prerequisite: GD165 Computer Typography) (64 Clock Hours/2 Semester Credits)

### **GD276 Computer Graphics**

Students will learn the basic theory and practice of digital image processing using Adobe Photoshop software. Students will be introduced to scanning and video image-capture procedures, color correction and separation techniques, and a range of display and printing considerations. (Prerequisite: GD165 Computer Typography) (64 Clock Hours/2 Semester Credits)

### **GD281 Corporate Identity**

The student will learn to design and produce a corporate identity program from a totally professional approach. From the first meeting with a client to preliminary designs, final presentations and printer specifications and preparation, the student will learn the skills necessary for success. The main thrust of this course is to teach the student to incorporate expansive creativity with the very important practical and technical knowledge needed as the student approaches the working world. (48 Clock Hours/2 Semester Credits)



### **GD283 Illustration Studio II**

A continuation of Illustration Studio I, students will further develop their technical skills and problem-solving abilities. Through assignment and from actual and hypothetical clients, students are encouraged to develop an individual style and to make the transition from student to professional. (64 Clock Hours/2 Semester Credits)

### **GD284 Design Studio II**

This course is designed to provide the student with the necessary skills required to meet the needs of today's professional design field. This will be accomplished by giving the student several studio projects designed to develop individual student goals, presentation skills, and finished portfolio pieces. (64 Clock Hours/2 Semester Credits)

### **GD285 Advanced Web Design**

Students will develop advanced skills in industry-standard web design applications with a special emphasis on Dreamweaver™ and Flash™. The students will build upon their skills by developing fully-functioning web sites using advanced web design techniques, including CSS. During this course the student will also design a portfolio web site for graduation. (32 Clock Hours/ 1 Semester Credit)

### **GD286 Portfolio Preparation**

This course will involve a complete evaluation, update, and refinement of portfolio work for visual preparation to meet current or expected needs in the job search process. A complete portfolio review will take place at the end of the semester. (48 Clock Hours/2 Semester Credit)

### **GD375 Creative Advertising**

The paramount effort in this class will be to encourage creative advertising thinking as well as presentation of concepts. This course will encompass rough pencil "thumbnails," rough color comps and final color comprehensives using type, illustration or photography in ads, TV, and printed brochures. The emphasis will be the development of the student to sell products and services. The course will cover the mechanical techniques required, such as marketing, planning, and execution of concepts. (64 Clock Hours/3 Semester Credits)

### **MA111 Personal Finance**

This course presents an overview of personal and family financial planning and the basic mathematical concepts such as ratios, percents, and other mathematical techniques and formulas applied in the context of personal financial planning with an emphasis on financial record keeping, planning your spending, tax planning, consumer credit, making

buying decisions, purchasing insurance, self-employment, selecting investments, retirement planning, and estate planning. (64 Clock Hours/3 Semester Credits)

### **PH141 Fundamentals of Photography**

This is an introductory course to basic professional photography and its influence on today's world. Topics covered are theory; optics; film sensitivity; operations of cameras, meters, and related professional equipment; plus film development and print enlarging. (64 Clock Hours/3 Semester Credits)

### **PH152 Camera Work**

The focus of this course is an intensive study of the large format camera and its uses in commercial photography. This is a hands-on course that gives experience with a camera that can correct many optical problems that smaller cameras cannot solve. (64 Clock Hours/2 Semester Credits)

### **PH154 Basic Lighting**

A variety of techniques of lighting are explored and practiced in this course. Through an analysis of their own photographs, students learn to see and create the lighting that best suits the subject chosen. Emphasis is on natural light, three-dimensional studio lighting, and contrast control. (64 Clock Hours/2 Semester Credits)

### **PH155 Theory of Composition/History of Photography**

This course is designed to offer the student an in-depth exploration of the rules of visual composition, including artistic balance and the relationship of elements, and how to apply these concepts photographically. This course will also study the history of photography from its origin to present-day trends. (64 Clock Hours/3 Semester Credits)

### **PH161 Traditional Photo Lab**

In this course basic principles of film developing and print enlarging are studied and applied. The methods and techniques for mounting, spotting, and professionally presenting photographs are also covered. Time is provided here for all phases of lab work required to complete the semester's photographic work and the start of a portfolio. (64 Clock Hours/2 Semester Credits)

### **PH162 Theory of Light/Portraiture**

This course deals with learning how to use light creatively and how to see and understand light photographically. The use of different lighting effects, both natural and artificial, in order to obtain pleasing results in “people” photography will also be covered. The uses of filters, reflectors, flash equipment, and proper lighting ratios are also studied. (64 Clock Hours/2 Semester Credits)

### **PH164 Digital Photo Lab**

This class will explore and utilize digital capture with a DSLR camera and the professional processing of raw files. Students will develop a digital workflow beginning with organizing images using a catalog and metadata features such as keywords. Basic and advanced image processing will be explored including adjustments such as exposure, contrast, cropping, etc. Students will output contact sheets with captions and basic proof prints and will discover the creative potential of digital workflow software. This course also will support the entire black-and-white lab printing for the second-semester photography classes. (64 Credit Hours/2 Semester Credits)

### **PH172 Digital Photographic Imaging**

This course offers students the opportunity to explore digital image processing in depth. Using Adobe Photoshop, students will learn various ways to compose, retouch, manipulate, colorize, and alter photographs electronically. Scanning and image-capture procedures and color correction and separation techniques will be covered. (64 Clock Hours/3 Semester Credits)

### **PH265 Fashion Photography**

This course is designed to introduce all aspects of creating fashion photographs. Each student will work as individual photographers, producing shoots focusing on several areas, such as catalog, editorial, and advertising. Students will learn the roles and vocabularies involved in a fashion shoot, starting with art director, make-up and hair stylists, models and their agencies, location scouting, and lighting. (64 Clock Hours/2 Semester Credits)

### **PH275 Photo Studio I**

Knowledge of skills needed to photograph individual, couple, and group portraits in the studio and outdoors are taught in this course. Intermediate lighting techniques using strobe, reflectors, and available light are emphasized. Traditional, contemporary, and fashion/glamour styles are explored. (Prerequisite: PH162 Theory of Light/Portraiture) (64 Clock Hours/2 Semester Credits)

**PH281 Advanced Lab**

This course is a continuation of previous photo lab courses that provides the student with a final portfolio. Time is allotted for completing all lab work necessary for the advanced photography courses. The instructor works closely with the students to achieve professional quality photographs. (64 Clock Hours/2 Semester Credits)

**PH282 Professional Development**

This course helps the students to reach their career objectives. Through specialized research, students learn the information needed to locate and secure a position in their chosen career. A portfolio is prepared, and a review is held at the end of the semester. (64 Clock Hours/2 Semester Credits)

**PH283 Advanced Commercial Studio**

Students increase and refine their skills in the lighting, styling, and photographing of commercial product illustration to critical specifications. Special use of the large format camera is practiced to prepare the student for a broad variety of future commercial photography assignments. (64 Clock Hours/3 Semester Credits)

**PH324 Advanced Professional Photography**

This course is geared to bringing the student to greater heights of proficiency in photographing commercial, industrial, and architectural subjects. More advanced skills and techniques required for professional performance are explored. (64 Clock Hours/3 Semester Credits)

**PH285 Photo Studio II**

This course explores the finer points of advanced portraiture and the attitudes a photographer must have in order to work well with each subject. Assignments focus on the commercial studio portrait, headshots for actors and models, working in the studio, as well as the challenges of on-location shooting, the environment, and baby and pet portraits. The student will experience a variety of roles on a shoot such as stylist, make-up artist, and art director. (64 Clock Hours/2 Semester Credits)

**PH310 Professional Photography I**

Knowledge of lighting and skills needed to photograph food, architecture, and other commercial products for catalogs and other publications will be taught. Greater knowledge of the large format camera will also be gained in the studio and on location. (64 Clock Hours/3 Semester Credits)

**PH320 Professional Photography II**

Students work with color materials and electronic strobe lighting to produce commercial illustrations for such items as glassware, food, and light-emitting products. Special lighting techniques are explored, and the student will gain a greater exposure to architectural photography and the problems presented in mixed lighting situations. (64 Clock Hours/2 Semester Credits)

**PH361 Photojournalism/Public Relations**

Students will learn photographic techniques required for reporting social, cultural, and entertainment activities to be reproduced in a variety of publications. Public relations, corporate, and on-location assignments help the student to better work with the public. (64 Clock Hours/2 Semester Credits)

**PH373 Introduction to Color Photography**

This course will explore color photography, emphasizing its unique qualities and dimensions. The student will be introduced to color photography, its aesthetics and visual impact, and the great range of outcomes from each color photo under the control of the photographer. Assignments will focus on color printing techniques. (64 Clock Hours/3 Semester Credits)

**SS191 Introduction to Business**

This course presents an overview of the modern business world that provides the knowledge and skills needed for more advanced study of management and related business topics by building the student's vocabulary, terminology, and knowledge of basic business fundamentals and facts. (64 Clock Hours/3 Semester Credits)

**SS216 Marketing**

This course is a study of the major elements in the marketing process including principles of advertising, personal selling, sales promotion, channels of distribution, and legal problems. (64 Clock Hours/3 Semester Credits)

## ACADEMIC CALENDAR 2011-2012

The institution's scheduled academic year is composed of the fall and spring semesters. The academic years for individual students can vary and are made up of the equivalent of two semesters of work.

### Fall Semester 2011

September 5	No Classes: Labor Day Holiday
September 6	Fall Semester Begins
November 24-25	No Classes: Thanksgiving Holidays
December 23	Fall Semester Ends
December 24-January 8	No Classes: Winter Break

### Spring Semester 2012

January 9	Spring Semester Begins
March 10–March 18	No Classes: Spring Break
May 4	Spring Semester Ends

### Summer Session 2012

May 7	Summer Session Begins
May 28	No Classes: Memorial Day Holiday
June 29	Summer Session Ends

\*Summer Sessions are scheduled at the discretion of the President, Director of Education, and Lead Instructors.

## ACADEMIC CALENDAR 2012-2013

The institution's scheduled academic year is composed of the fall and spring semesters. The academic years for individual students can vary and are made up of the equivalent of two semesters of work.

### Fall Semester 2012

September 3	No Classes: Labor Day Holiday
September 4	Fall Semester Begins
November 22-23	No Classes: Thanksgiving Holidays
December 21	Fall Semester Ends
December 22-January 6	No Classes: Winter Break

### Spring Semester 2013

January 7	Spring Semester Begins
March 9–March 17	No Classes: Spring Break
May 3	Spring Semester Ends

### Summer Session 2013

May 6	Summer Session Begins
May 27	No Classes: Memorial Day Holiday
June 28	Summer Session Ends

\*Summer Sessions are scheduled at the discretion of the President, Director of Education, and Lead Instructors.

## ADMINISTRATION, FACULTY, AND STAFF

### ADMINISTRATION

John Hayden .....	President
Patricia Fleming.....	Director of Education
Stephanie Showalter .....	Financial Services Coordinator
Andrew Simcox .....	Career Services Coordinator, Photography
Edward Zawora, III.....	Career Services Coordinator, Graphic Design

### FACULTY

Robert Golding .....	Photography
B.F.A., Rochester Institute of Technology	
Associate Fellow and Honorary Fellow, American Society of Photographers	
Master of Photography, Professional Photographers of America	
Certified Professional Photographer, Professional Photographers of America	
Photographic Craftsman, Professional Photographers of America	
Vladimir Hartman.....	Photography
B.A., School of Photography and Graphic Arts, Prague	
Mimi Janosy .....	Photography
A.S.T., Antonelli Institute	
William Kelly .....	Photography
M.F.A., Goddard College	
A.S.T., Art Institute of Philadelphia	



Laura Kolton..... General Education  
M.B.A., Saint Joseph's University  
B.S. York College

Kyle Margiotta..... Graphic Design  
B.F.A., University of the Arts

Todd Murray..... Photography  
A.S.T., Antonelli Institute

Michael Pancoast..... Photography  
A.S.T., Antonelli Institute

Christian Patchell..... Graphic Design  
B.F.A., University of the Arts

Andrew Simcox ..... Lead Instructor, Photography  
A.S.T., Antonelli Institute  
PAPSA Instructor of the Year, 2004

Noelle Wayne ..... General Education  
M.S., Philadelphia Biblical College  
B.A., Pennsylvania State University

Joseph Wilk ..... General Education  
B.S., Rider University

Robert Wood ..... Photography  
B.A., West Chester University  
Master of Photography, Professional Photographers of America  
Certified Professional Photographer, Professional Photographers of America

Edward Zawora, III..... Lead Instructor, Graphic Design  
A.S.T., Antonelli Institute

**STAFF**

Andrew Gahagan .....	Admissions Representative
Carolinn King .....	Admissions Representative
Julie Bowers .....	Assistant Resident Advisor, Assistant Store Manager
Jacqueline Drewes .....	High School Program Coordinator
Andrew Parke Hitchings .....	Technology Manager
Thomas Keenan .....	Facilities Coordinator & Resident Advisor
Adrian Littel .....	School Store Manager
Laurie McIntyre .....	High School Program Coordinator
Dawn Mitchell .....	Administrative Specialist and Receptionist
Mark Stanley .....	High School Program Coordinator

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